

CLAIMS

I claim:

1. A method of recording browser viewable visual stimuli,
comprising:
5 detecting a visual event;
verifying that the visual event involves a parameter that changes a
viewable stimuli; and
recording at least one parameter.
2. The method of claim wherein the parameter is a network
10 address of all online content immediately displayed within a browser window.
3. The method of claim 1 wherein the parameter is a two-
dimensional offset of the online content as it is displayed within a browser
window.
4. The method of claim 1 wherein the parameter is a two-
15 dimensional position of a pointing device.
5. The method of claim 1 wherein the parameter comprises textual
and binary objects systematically displayed within each browser window.
6. The method of claim 1 wherein the parameter is a graphical
image of online content as displayed in a browser window.
- 20 7. The method of claim 1 wherein the parameter is an inventory of
objects that comprise online content, and the two-dimensional position of each
object in a browser window.
8. The method of claim 1 wherein the parameter is a user eye
position.

9. The method of claim 1 wherein the parameter is a pupil dilation.

10. The method of claim 1 wherein the viewable stimuli is a viewable-portion of a browser interface.

5 11. The method of claim 1 wherein the method operates in a browser software.

12. The method of claim 1 wherein recording stores at least one parameter at a data storage device.

10 13. The method of claim 1 recording records parameters and data in a database.

14. The method of claim 1 wherein detecting is triggered by a browser software.

15. The method of claim 1 wherein detecting is triggered by a monitored event.

CD Rom/Diskette

16. A data storage device that maintains a method of the method comprising:

detecting a visual event;

5 verifying that the visual event involves a parameter that changes a viewable stimuli; and

recording at least one parameter.

10 17. The data storage device of claim 16 wherein the parameter is a network address of online content immediately displayed within a browser window.

18. The data storage device of claim 16 wherein the parameter is a two-dimensional offset of the online content as it is displayed within a browser window.

15 19. The data storage device of claim 16 wherein the parameter is a user eye position.

20. Memory in a computer system that maintains data capable of transforming a computer system into a visual stimuli recording system; detecting a visual event; verifying that the visual event involves a parameter that changes a viewable stimuli; and recording at least one parameter.
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